

# LASCMA'S ON-LINE PRIVACY POLICY FOR VIEWERS OF LASCMA.COM & MYLADOC.COM

(AS PERTAINS TO SITES OWNED AND OPERATED UNDER THE ABOVE NOTED DOMAINS AND EFFECTIVE UP TO AND THRU THE DATE OF WHICH THIS DOCUMENT REMAINS POSTED FOR PUBLIC VIEWING)

At LASCMA, we appreciate and welcome all new viewers to our site. As potential clients of the practice (or affiliated healthcare entities) we value our viewers' trust and respect their privacy. The following includes general information about our privacy policy for persons viewing our website and using any of our web-based utilities involving submission of comments, "Ask The Doc" submission sheets, form fillers or use of "Secure-Pay".

\*\*\*THIS DOCUMENT DOES NOT EXPLAIN OUR PRIVACY POLICIES REGARDING CLIENTS' PERSONAL AND HEALTH INFORMATION FOR WHICH DIFFERENT FEDERAL AND STATE SPECIFIC GUIDELINES DICTATE SPECIFIED RULES OF PRIVACY AND TRANSACTIONS. (SEE PRIVACY NOTICE & LASCMA CLIENT ON-LINE COMMUNICATIONS)\*\*\*

As it pertains to viewers of lascma.com and MyLADoc.com, this document explains the following:

- TYPES OF PERSONAL INFORMATION WE COLLECT
- HOW WE USE AND SHARE PERSONAL INFORMATION
- HOW TO LET US KNOW ABOUT YOUR PREFERENCES
- ACCESSING AND AMENDING PERSONAL INFORMATION
- OUR APPROACH TO SECURITY
- POLICY CHANGES
- POLICY EFFECTIVE DATE

## TYPES OF PERSONAL INFORMATION WE COLLECT

We collect and store personal information that you give us when you submit payment, register for email listings, make an on-line purchase or review an article published on our website, submit a comment or send email to the general email address. This information may include your name, mailing address, e-mail address, telephone number, fax number, credit card number and expiration date, and other optional demographic information.

## HOW WE USE AND SHARE PERSONAL INFORMATION

We use the personal information we collect to process your orders and respond to specified requests, identify you within our systems, contact you if we have questions about your order, notify you about new services or special promotions, and in some circumstances identify and prosecute abusers of then system who attempt to retain unauthorized material from a physician's or other colleagues posted work and for which a specified cost for duplication of the material is readily announced.

Your personal information is maintained within the affiliated entities and groups for which there is invested ownership by SAMPSON HEALTHCARE INC., and with third parties that perform services for us or on our behalf (for example, credit card companies, financial institutions, shipping companies, printing houses, consultants and advisors, and rebate processors) and when, in our judgment, we believe it is necessary or appropriate to prevent fraud, injury, or harm to persons or property, to protect our rights or the rights of others, to comply with applicable laws and regulations, or as otherwise required by law. We limit the scope of the information provided to third parties, and we allow its use only for the purposes for which it was disclosed. Personal information may be transferred in connection with a business transition, such as a merger, acquisition, insolvency, or asset sale involving any LASCMA business or asset to which the information pertains.

If you visit us online, we use third-party advertising technology to help us improve our marketing efforts and target specified audiences. This technology uses non-personally identifiable information about your visits to lascma.com and MyLADoc.com, and the sites upon which we advertise. In the course of delivering our online advertisements to you, a unique third-party "cookie" may be placed on your browser. We also use a technology called "web beacons," that enable our advertising service provider to track which advertisements bring users to our site.

As the target audience for our services is entirely intended for adults, we do not seek to collect personal information through our web site from children under age 13. Any known information that is collected from children under the age of 13 (who review and participate in any web-based transaction on an LASCMA or MyLADoc site) will be discarded and destroyed.

\*\*\*WE DO **NOT** SHARE OR SELL ANY INFORMATION OBTAINED ON-LINE (WHETHER PERSONAL OR IP-ADDRESS IDENTIFIABLE) TO ANY 3<sup>RD</sup> PARTY MARKETING OR PROMOTIONAL CAMPAIGN UNRELATED TO BUSINESS PRACTICES OF AN INCORPORATED ENTITY OR DIVISION OF SAMPSON HEALTHCARE INC.\*\*\*

For your convenience, our website does not contain links or marketing tools directing viewers to other sites except on specifically noted pages such as "Web-Links," "Health Ed & Resource Guide" , "Organization Link Exchange" and "Web-Tools." Only these specific pages may contain links to third party sites of affiliates, manufacturers, and other companies. Please keep in mind that these 3<sup>rd</sup> party sites are not under our control and we are not responsible for the privacy practices of the companies that run them. If you choose to visit one of these sites, we encourage you to locate and familiarize yourself with the applicable privacy policy.

#### HOW TO LET US KNOW ABOUT YOUR PREFERENCES

LASCMA conducts marketing and educational campaigns via e-mail, mail, and fax. If you'd prefer not to receive these materials, let us know using the instructions included in the following Q & A:

Q. How can I contact LASCMA?

A. You may contact us using any of the following options:

- Send an e-mail to us at [mail@lascma.com](mailto:mail@lascma.com)
- Call us at 1-323-953-2956; REQUEST LASCMA INF TECHNOLOGY DIVISION
- Fax us at 1-323-913-2588 ; INDICATE ATTN: INFORMATION TECH DIVISION
- Write to us at LASCMA—Hollywood Division,C/O Inf Tech Division, 1300 N Vermont, #805 DTB, Los Angeles, CA 90027.

Q. I don't want to receive marketing materials. What should I do?

A. To remove your name from our marketing lists, please follow the instructions noted below.

- E-mail – Click on the "unsubscribe link" located in all of our promotional e-mails (Requests to opt out of promotional e-mails will be honored within 10 business days.)
- Postal Mail, Fax and Telephone – Call, write, or send an e-mail to LASCMA, using the contact information provided above.

When submitting a request by telephone or mail, please be sure to include all of the contact information you have ever used or provided to LASCMA even if it is no longer current, including:

- All e-mail addresses
- All telephone numbers
- All names and addresses, including city, state, and zip code

Q. I'd prefer not to have my name and postal mailing address shared with other companies for marketing purposes. What should I do?

A. LASCMA, a subsidiary of Sampson Healthcare, Inc. does not sell, distribute nor share such information for any reason except that which is required by subpoena as issued by a federal or state court.

#### ACCESSING AND AMENDING PERSONAL INFORMATION

It is important that our databases are accurate and current. To review and make any appropriate changes or deletions to information about you, please contact us in one of the ways provided above.

#### OUR APPROACH TO SECURITY

We maintain reasonable physical, technical, and procedural measures to limit access to personal information to authorized individuals with appropriate purposes. All secure transactions which include on-line forms that require the completion of individually identifiable health related information &/or financial information (other than email address) on specific pages within the LASCMA or MYLADoc domain (for purposes of paying bills, retrieving account information, filling out secure forms, accessing the on-line calendar , etc.) are conducted on an industry standard 128bit cipher strength SSL encrypted server. If you believe that someone has improperly used personally identifiable information about you or has made purchases that you did not authorize, please contact us immediately.

#### POLICY CHANGES

LASCMA may change its website-privacy policy or practices from time to time. We will post the most current version of our privacy policy online at [www.lascma.com/privacy.html](http://www.lascma.com/privacy.html). If policy changes materially affect our uses and disclosures of personal information that we have previously collected, we will notify you and, if appropriate, provide an opportunity to prevent us from applying the revised policy to such information

POLICY EFFECTIVE DATE: Jan 1,2004 Rev12e